



CLIENT TESTIMONIAL

I have found the partnership I have been looking for with my inside sales team here at Abstrakt. Together we have explored and committed to a relational working partnership that is growing our businesses. For that, I am grateful.



THE PROBLEM

Like their competition, ServiceMaster Clean PBM was faced with the challenge of attracting new customers while still nurturing the prospects they already gained in their sales pipeline. The prospecting activities that their salespeople were achieving internally were not reaching an audience large enough for their sales efforts. ServiceMaster Clean PBM had a very specific message that they wanted to be delivered to any potential new clients and they were unsure if an outsourced option would be able to deliver that message efficiently or effectively. They did, however, know that their sales funnel needed to continually have new leads coming through in order to meet their high revenue goal. Due to this realization, ServiceMaster turned to Abstrakt to help set appointments for the company's sales team.



THE SOLUTION

ServiceMaster partnered with Abstrakt Marketing Group to achieve several goals, all of which centered on attracting new customers and increasing their revenues. A priority goal was to make Abstrakt the preferred vendor for ServiceMaster. Abstrakt was able to develop targeted messages for ServiceMaster's customers. As the Pipeline program got underway, Abstrakt was successful in presenting opportunities for ServiceMaster and recognizing trend in their calling data that could potentially strengthen the effort of the company.



THE RESULTS

ServiceMaster Clean PBM's first appointment successfully turned into their first sale. Chesapeake Beverages began using ServiceMaster exclusively starting in February 2016. This single sale resulted in \$41,000 worth of revenue! ServiceMaster is still confident in their \$250,000 in additional revenues for 2016 and to date they have closed just north of \$100,000 with an additional \$80,000 out in proposals now! "Their hard work and dedication to being an active partner to Abstrakt Marketing Group has played a huge role in their success, they listen to calls, have frequent communication between organizations and continue the pipeline process on their end after an appointment is set" says General Manager, Edward Ducote.

About The Client

ServiceMaster Clean PBM, located in Baltimore, Maryland, strives to deliver exceptional service and quality to customers. ServiceMaster is the provider of essential services to businesses for residential and commercial cleaning services. When it comes to commercial cleaning ServiceMaster keeps your space clean and boosts overall company health by using environmentally friendly products, lengthening the life of your floors and provides infection control and sanitization. By showing their customers their dependability, responsibility and expertise they are able to provide the best service and keep their customers happy and satisfied.